

MR-Live – Take the pulse of your market

Product Overview
September 2001

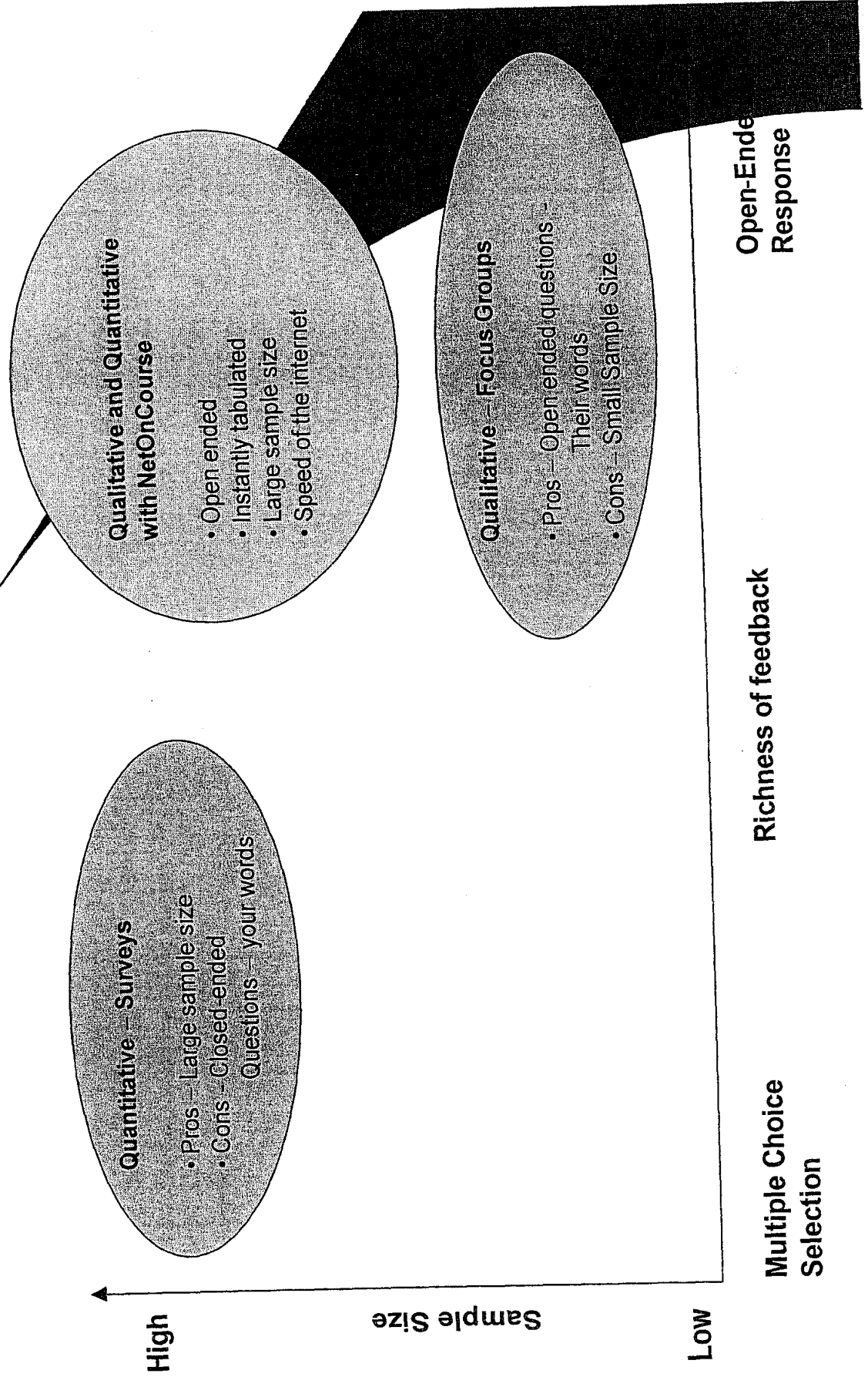
MR – Live

Robust Real-Time Interaction Platform

- Controlled Real Time Online Interaction
 - Supports small, medium and large groups
- Combines the best of qualitative and quantitative
 - Open ended responses are tabulated in real time
- Unprecedented Multi-Directional Interaction
 - Structured and unstructured
 - Natural environment and language
 - Quantifiable in real time
- Present multi-media stimuli
- Robust Reporting platform per session and over time

Market Research

The best of qualitative and quantitative



MR-Live for Focus Groups

- **The Features**

- Unprecedented control of session for the moderator
- Maintain Structure in audience responses
- Classify and tabulate open-ended responses in real-time

- **Key Benefits**

- Structured: moderator has better control
- Response quality: combines unbiased with discussion
- Save travel time and lodging fees for moderator, client respondents
- Greater geographic reach
- Approach respondents in their natural environment
- Increase number of participants per session
- Get electronic version of the reports that can be easily integrated into existing knowledge management applications

MR-Live - The Moderator display

NetOnCourse - Web Service - Microsoft Internet Explorer

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Address

- Supports multimedia stimuli

Current visual: Soap

For live help call: 1-866-299-9487

The question appears at the top of the moderator's display

The responses show up in real time, dynamically sorted by top responses.

The moderator presses the "Ask question" button to submit questions to respondents

Current Participants

Vote	Sample Answer	Time
Vote: 86% Agree: 8 Disagree: 15	Mike I like the soap.	11:27:36
Vote: 65% Agree: 6 Disagree: 12	David's Answer: I like a big bar that does not melt too quickly.	11:27:53
Vote: 62% Agree: 7 Disagree: 10	David Bowie's Answer: I shop for price and look for whatever is on sale.	11:28:07
Vote: 45% Agree: 5 Disagree: 9	Keran Mar's Answer: I buy only soap with natural ingredients.	11:28:22
Vote: 41% Agree: 6 Disagree: 10	Joe Miller's Answer:	

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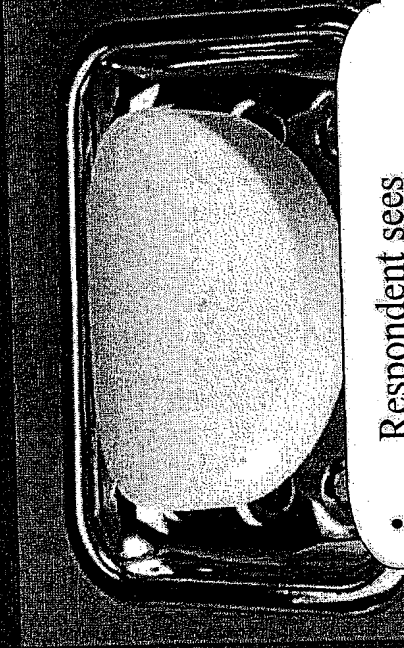
Local Intranet

MR-Live – The Respondent display

- The respondent sees the stimuli controlled by moderator

- The respondent may also choose to respond by agreeing with someone else's answer

For live help call: 1-866-299-9467

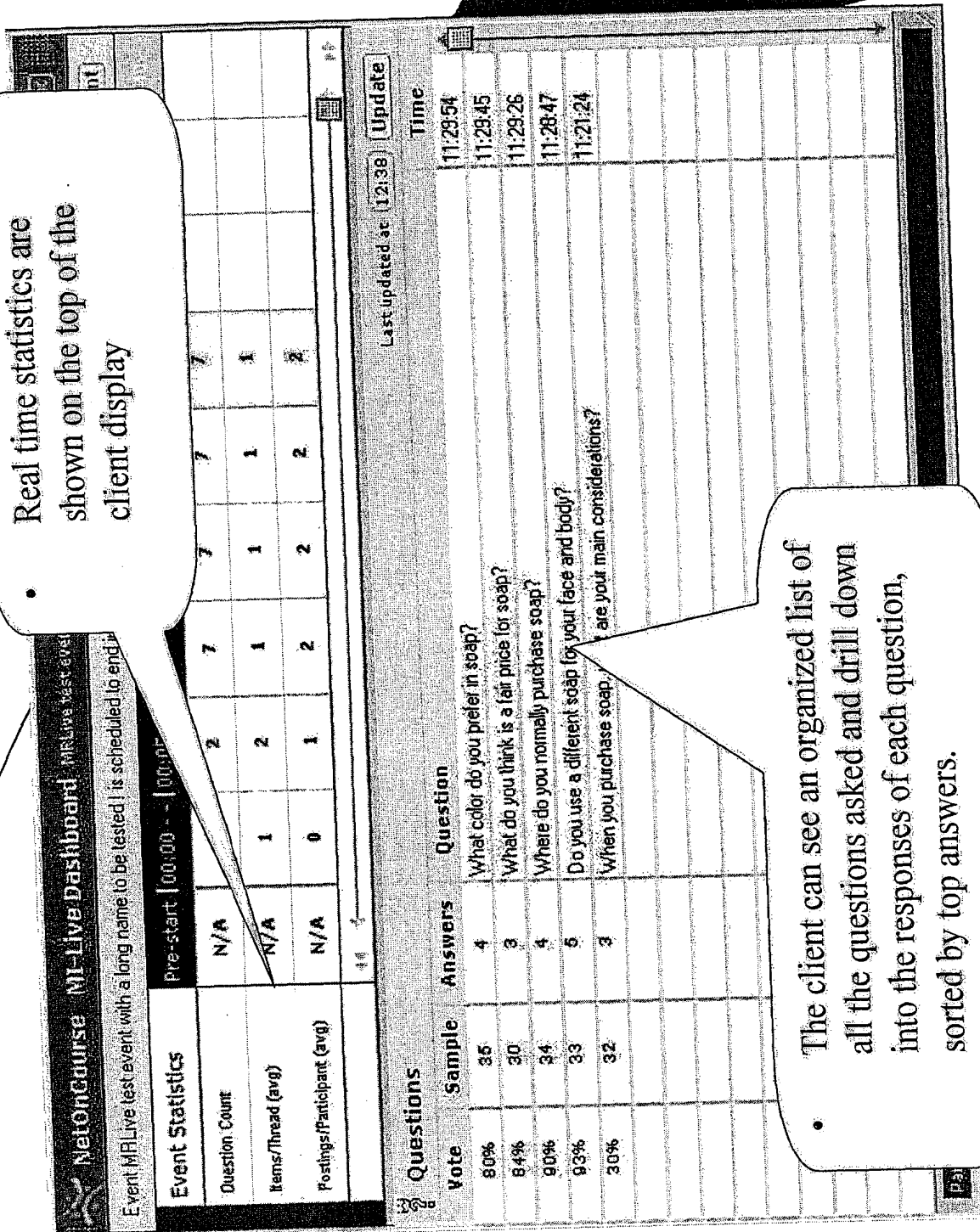


- Respondent sees questions from the moderator and can provide an answer in their own words

A screenshot of a web browser window displaying the MR-Live respondent interface. The browser's address bar shows a URL starting with 'http://'. The page content includes a question from 'Dov Navon' about using different soap for face and body, with radio button options to 'Agree' or 'Disagree'. Below the question is a text input field labeled 'My answer:'. A separate section shows 'Joe's Answer' with a comment about gentle soap. A large speech bubble from the top-left points to the 'Agree' option. Another speech bubble from the top-right points to the 'My answer' text field. At the bottom of the browser window, a status bar shows 'New Course' and 'Unknown Zone (Mixed)'.

MR-Live - The Client display

- Real time statistics are shown on the top of the client display



MR-Live for Dynamic Surveys

- **The Features**

- Handle larger samples 100+
- Various types of open and closed ended questions
- Have no chaos within respondents interaction
- Easy view of group dynamics
- Responses are tabulated in real time
- Trends are highlighted in real-time

- **Key Benefits**

- Get all benefits from online Focus group Plus:
- Dynamic surveys can be generated and modified on the fly
- Quick turnaround time for reports
- Utilize your respondents for qualitative and quantitative purposes

Dynamic Survey – a closed ended feedback

NetOnCourse - Web Service - Microsoft Internet Explorer

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Address <http://spiderman1a1/newman/1m-1m-facilitator/logevent.htm>

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Current Participant: 3

Vote Sample Message

56% 35 (05) My Question: When you purchase soap, what are your main considerations? 11:21:29

89% 35 (05) My Question: Do you use a different soap for your face and 11:28:51

No Feedback Open Feedback Closed Feedback

Feedback type:

- ☐ Yes/No
- ☐ Agree/Disagree Scale
- ☐ Multiple Choice

Send Clear Cancel

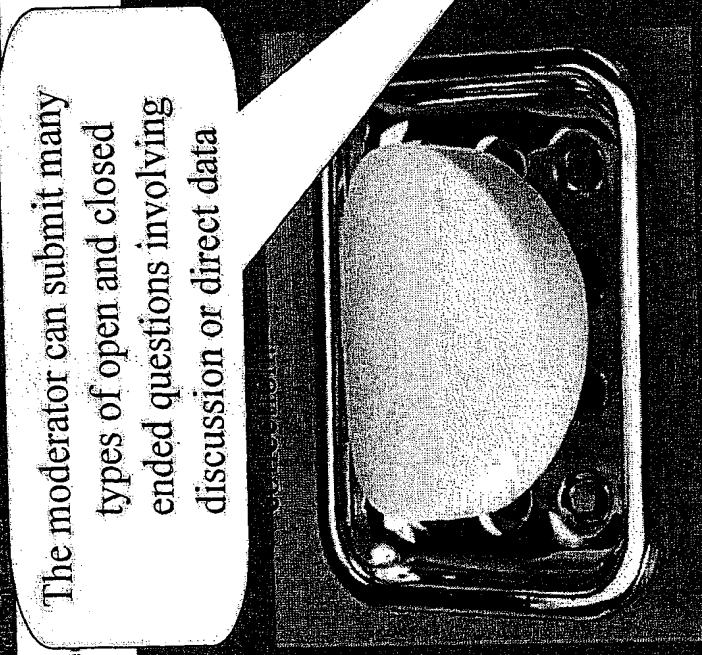
Ask Question

Send

NetOnCourse Local Intranet

For five help calls 1-866-299-9467

The moderator can submit many types of open and closed ended questions involving discussion or direct data



Dynamic Survey – cont'd

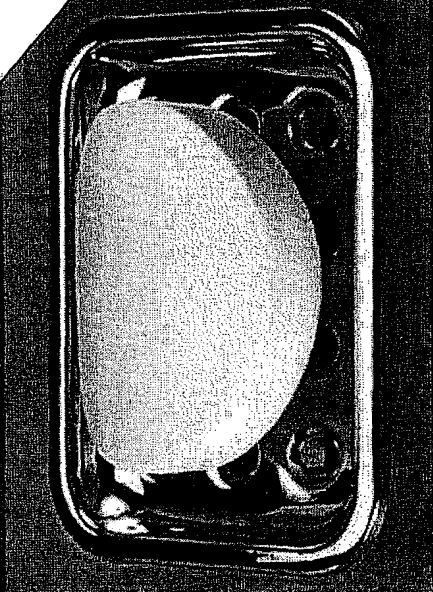
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File Edit View Favorites Tools Help

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Address <http://spiderman101/newman/mr-live/facilitator/logevent.htm>

Current visual: Soap



The results are shown in real time!

For live help call: 1-866-299-9487

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Current Participant: 3

Vote Sample Message

71% 35

My Question: When you purchase soap, what are your main considerations?

11:21:29

☐ A. Price

12

☐ B. Fragrance

6

☐ C. Ingredients

8

☐ D. Brand

9

Ask Question

Send

NetOnCourse Local intranet

Solution overview

- **Faster**
 - Dynamic question and answer model requires less prep time
 - Real-Time live sessions vs. waiting for surveys to be filled
 - Reports are available in hours to days
- **Cheaper**
 - No travel!
 - Our hosted internet solution eliminates streamlines m costs
- **Better**
 - The first real qual.-quant. Solution
 - Flexible and dynamic interaction with live respondents